

E34 – 6 Steps to turn your 1x1 classes into a scalable course.

Welcome to the Empowered Edupreneur Podcast. My name is Michelle Smit, and I am an ex-teacher turned online business coach for Edupreneurs, the owner of Digiteach and a six-figure entrepreneur. I am in love with empowering educators just like you to create freedom filled online businesses and lives they love.

If you are looking to up-level your skills, your finances, your mindset, and change the trajectory of your life as an educator and business, then you are in the right place. Think of this podcast as your weekly dose of business and mindset development to help unlock the infinite potential within you. To play bigger with your life and go after your dreams.

We are going to have so much fun together. So, thank you so much for pushing play today. Now let's dive in.

Hello, hello and welcome back to my podcast. As always, I am so stoked that you are here, and you have chosen to have my voice right in your ears today. Podcasting is so personal, right? If you choose a podcast to listen to while you're cleaning or going for a walk, doing gym or whatever, then that's you saying, yes, I want this person to speak to me right now.

I want them to fill my brain. And I think that is a massive compliment. So, choosing me to listen to, for me, it's just such a blessing and I don't take it lightly. I cannot even tell you how honoured I am that you chose my podcast. Alright, so in today's episode, what are we jamming on? Okay. I am going to be talking about the six steps to turning your one-on-one classes into a scalable digital course.

And I have something fabulous for you. I have been working behind the scenes to build out a freebie. I haven't built out a freebie in like two years. Okay. This is a big deal. I haven't done a freebie for two whole years, but I've just been called to do it. And this freebie is specifically designed for freelance teachers, online

teachers, and teaching business owners who are currently teaching a lot of one-on-one classes.

Currently in this very trade your time for money model and they're feeling like they are on a hamster wheel where they're just teaching classes back-to-back with no end in sight. They love what they do, they're very good at what they do, but the model is just not sustainable and they're exhausted. Okay.

So, I created this freebie for you. So, this is called My Scalable Digital Course Roadmap, and it outlines in detail the six-step journey and process to go. And turn your one-on-one classes into a scalable digital course or group program. So, you've got to go grab it. It's totally free. You can find it in my show notes.

And it's a vibe, right? So really if you are stuck in a one-to-one model, and you want to move to a course model or a group program model that is more scalable and creates more freedom and automation. And essentially, you're building something that's going to create you semi passive income in the future.

So, an asset, which is a digital product, then this is the freebie for you. It's at least going to give you the six steps. So, you are going to walk away with more clarity on what you're meant to do and in what order you're meant to do it, right. Now I wanted to create this podcast episode dedicated to that roadmap and that journey itself.

So, in this episode, I'm going to jam on the six-step process to creating a scalable offer that your students want to buy from you. That does not depend on one-on-one classes. Okay? And I'm going to give you a little bit more of an example, a practical example, that you can connect to teaching if you need help, sort of visualizing what I mean with each step.

So, this episode goes hand in hand with that freebie. I recommend downloading the freebie, grabbing it, and listening to this episode. Both of them are going to be very valuable. Okay. Now what does the six-step process look like? Now, this is my process. This is how I've seen it work. This is how I've kind of done it,

and how I recommend teaching business owners, tutors, one-on-one teachers to do it, okay.

Step number one is decide your course topic and identify your target customer. Step two is identify your teaching process and create your unique method. Step three is map out your desirable offer that has a clear end goal and transformation. Step four is build out your relevant student audience.

Step five is launch your offer and fill it with students. And step six is deliver and create your product alongside them. Okay, now for this episode, I'm going to use an example of a Dutch teacher. Okay, so you've got your own teaching business. You're a Dutch teacher, you teach Dutch to students in your own business.

You have a lot of one-on-one students. You have no shortage of students. There's a high demand for your services and you're kind of at a point where you're teaching all day every day and you're actually pretty exhausted. Okay, this is the example we're going to use for this episode. So, step number one, what are we going to do?

Step number one in the journey of creating a scalable offer that frees you from the teaching treadmill is to decide your course topic and identify your target customer. So, if you are currently teaching Dutch at all levels and you're teaching all types of students. This is serving you well for one-on-one, right?

This works for one-on-one, but if you want to create a scalable course or group program, then you actually need to get specific. You can't help everyone. And you can't teach everything because that program's too big and it's too overwhelming, and it's going to be a very difficult to create, especially if it's your first offer.

So, you need to choose your course, group program topic, and your goal. And then you need to choose your target customer. So, who is this course for in detail? So, for example, you may find in your one-on-one classes that you're dedicating a lot of your classes to speaking and pronunciation.

And that's what you're finding repetitively or repeatedly with your students, is that they're wanting speaking and pronunciation help. So, it's not really grammar. They're actually just wanting fluency speaking and pronunciation and confidence and stuff. So, you can then choose, okay, cool. This is what I'm doing a lot with my students.

This is where I'm seeing demand. I'm going to create a Dutch course focused on speaking in pronunciation. That's the goal. Okay, but that really isn't specific enough. So, when it comes to languages, for example, in this situation, you need to decide what level you want to be targeting and helping those students at. So that it can be valuable for the students, and it can meet the students need.

For example, if you have. Created a course that's at B2 level in the language, and you have A1 level students coming in, it's not going to be good enough for them. It's going to be way too advanced and it's not going to work. So, you need to sort of define the level of language of the course.

So, what is that level of language. You can't do B2 level Dutch if your students are just beginners. So, you say, all right, I want to do a speaking and pronunciation, Dutch course from B1 to B2. So, it's for more advanced conversations in Dutch. So, it's not really beginner, it's a little bit further down the line.

They've gone through some lessons. They've gotten to A1, they've gotten to A2, they're now at B1, and they want to improve to B2. So, you now know that your content of your course and your topic is going to be related to speaking and pronunciation at a B2 level. Okay. Now that you got the course topic and you know it's pretty specific, the next step is deciding who is this course for specifically.

You can't have everyone be your avatar and you can't help all students, especially in a group format that's not scalable. So, who is the course ideal for? Okay. Maybe it's expats in the Netherlands and working professional expats in the Netherlands. Okay, and what is their Dutch level? Okay. They are probably going to be around B1 range.

And why do they want to learn to improve their speaking to B2 level? To improve their work opportunities in the Netherlands and build confidence to have deeper conversations in Dutch. So, what are the ages? We're looking at adults, so working professionals, any kind of adult age. So that's great.

What is the target customer in a nutshell. The target customer is working professional expats living in the Netherlands, who are at a B1 level and are looking to grow their confidence and fluency while speaking to a B2 level, for example. So do you see how specific that is.

Now that's the kind of clarity you want in your topic, and in your avatar. Now this is for a language course, so this would vary with different topics and niches and things like that. But when it comes to languages, you do want to get specific on the level of the language for the student and the level of the language for the actual product and course.

And you need to make sure that you're creating a course for the right kind of people, and that whoever buys your program, they're at the right level and the course makes sense for them. Right? Okay. So, there's the example for step one. Now let's move on to step number two. Step two is identifying your teaching methodology and process.

So, in your Dutch classes, you're having lots of one-on-one classes and in your one-on-one classes, you're creating awareness around how you take someone from a B1 level in their speaking influence c to a B2 level in your one-on-one classes. So, you're, you're very aware around that process.

Okay. And you want to look at that process and say, what do I do with these students? What is the, the step-by-step repetitive stuff that I keep doing with them to take them from B1 to B2. In their speaking and fluency and confidence and all of that. So, you want to start looking at the repeat stuff that you do over and over again that has the same kind of teaching process, because that's essentially what happens as teachers.

We are repeating ourselves. With different students. So instead of just repeating yourself, you want to find the method you want to find, what is the process. So, your job is to identify the core teaching process, essentially, like the strategy, the method, the framework. And the tools, and you want to build it out into your own unique system, and you want to give it a name.

So, for example, you may see that in the journey of your one-on-one classes, that to take someone from B1 to B2 in their speaking. I fluency in conversation Dutch. You've identified five stages that you take them through, and I'm just making this up like totally on the spot. This may, this probably has no relation to Dutch language at all, but for example, stage one is observation.

Stage two is absorbing. Stage three is implementing, stage four is applying, and stage five is practicing. And that is your five stage Dutch fluency framework. Do you see how I gave it a name? I created it in a simple framework. It's five stages and I gave it a name. Now, once you have that method, it is unique to you.

It is your secret source, it is your methodology. You created it. And it's your process to get students from A to B. From B1 to B2. So that's what I want you to do. I want you to analyse and observe the process that you're taking a one-on-one classes students through. Find the repetition, find the key things, extract the repetition and the key things.

Create phases or steps or some sort of method out of it, and then give it a unique and cool name. And now once you do that, you actually have your entire, you have your own method, you have your own framework. You immediately stand out, you immediately know how to take someone from A to B. You know how to take a group of people from B1 to B2 with your method.

Okay? Do you see how that's very important? The method is good, and it allows you to then create the offer because you create the offer around the method and the process. So, you're taking that one-on-one process, you're systemizing it into a

method, and then you're building out a scalable offer that. Takes people through it.

That isn't on a one-on-one basis, okay. So, then we move on to step three. And step three is all about mapping out a desirable, irresistible offer that has a clear end goal in AB transformation. And that transformation is important. The AB transformation means your students are here, they're at a B1, and you need to get them, they're here at B1 level and they are speaking at a certain level, they've got this amount of confidence.

They're maybe not feeling super confident to go deeper. You want to take them to B2 level where they're speaking confidently at a B2 level. Their fluency is good, their pronunciation is good, and they're able to have relatively in-depth conversation with a Dutch person and it to be understood fully. So, you want to move them from A to B, basically. That's the A-B transformation, and your offer needs to be specific, and it needs to have an end goal, right?

That transformation is really important and having a very clear and specific end goal is important. So being vague doesn't work. Being specific works. So, your end goal should be, firstly, your transformation and your end goal should be desirable to your target customer. It must be something that they want, and the whole process should be their ultimate solution and address their pains, okay?

But essentially your transformation statement or your end goal. Is one of the most important pieces, okay. And I call it the program promise. It should be specific, it should be desirable, and it should be bold, and it should be up to two lines. And in under 20 seconds, you want to be able to articulate your offer and you want your people to fully understand who it's for.

What the goal is and what that transformation is. So, an example of that would be this Dutch speaking Superstar course is an eight-week group program helping working professionals and expats go from B1 to B2 in their speaking fluency and pronunciation of Dutch with confidence and ease, okay. I literally just made that up.

But you know what I'm saying. So, it's under 20 seconds. Okay, this is who it's for. This is the level. This is where we're going, and this is the goal. Very, very clear. So that's what you need in your offer. The program promise is really important, okay? And it needs to give your audience what they want.

So always position your promise to be speaking to the thing that your people want, okay? Sell stuff that people want, don't sell stuff that people don't want. It's going to be a lot harder. And then the rest of your offer besides your program promise, it'll include your price, your modules, your bonuses, and all of that.

Now, this is something that I go with in detail in my Educators Income Booster Bootcamp. I walk you through mapping out your offer from start to finish. It is very important that you have a good offer because people aren't going to buy a weak offer. So, this is an important one. You want to create something that your students will want that speaks to what they want.

And that is a strong offer with a strong program promise, great modules, great bonuses, good price point. The whole thing comes together to make this beautiful cake that people want to buy. All right. So, once you map out your irresistible offer, which by the way, if you want help with. Come to my educators Income booster bootcamp.

That's where all of this goes down. You'll have all the clarity by the end of that five-day training. Once you've got that, the next step is for you to build out your relevant student audience. Okay? So, this is otherwise known as list building or lead generation. Essentially, you want to build an audience and you want to build an email list. So, you don't just want to focus on social media followers and things like that.

What you want is to build an email list. The email list is really important. Don't overlook the email list. Okay? This is the asset in your business. This is the baby. Look after your email list. Build your email list. And so, what you want to do is build your email list full of people who are your target audience.

So B1 level working professionals in the Netherlands. So, they're expats and they're B1 level, and that's your target customer. You want to build your list of as many of those people as you can. So, you might think once you know your offer, that you must create your offer.

You must create your product. You must create your course, but you don't. That's not what you do. The next step is building your audience. So always audience comes first and then later comes the part of product creation. And the way that you build your audience, obviously there's several ways, but you can create a freebie funnel where you offer a freebie.

That people can enjoy and get on your email list through social media. As you know, social media is organic marketing, creating content, getting people to absorb your stuff and then getting on your email list from the social media. And then Facebook ads, which is a paid method where you can just run ads and build your list like that.

So those are some options of how you would build an email list. In this case, this business owner, so this Dutch teacher who wants to launch their course, they want to build an email list of expats and working professionals in the Netherlands that are at a B1 level who are very interested in moving to B2.

They're interested in improving their speaking and their fluency. Okay. So, this Dutch business owner, they work on creating an awesome speaking and fluency freebie, or lead magnet, or they create an awesome speaking and pronunciation event. So, whatever they choose to do, they're creating some sort of freebie that's around B2 level speaking and pronunciation.

So, it's quite specific. Hey, are you an expat or working professional in Netherlands that is speaking B1 level Dutch. But you really want to take yourself to B2 level. I created this event for you. And you promote the event, or you promote the Freebie.

And then you get people in. So that's what you would be doing at step four is a lead generation. Now, once you've built up an email list, you're moving on to step five, and this is when you are ready to launch. You're ready to launch your offer to the list. Now you're building an email list.

You're nurturing the email list. Don't forget to nurture and email them once a week giving value. After a couple of months or so, you can then launch to that list or couple of weeks. And basically, you then want to move into launch mode. Now the way that I teach launching is through or four step phase or four stages rather.

Which I've got a whole episode about it which you can check out. But essentially you want to execute this launch properly. And so, the launch phases that I normally move my DBA students through, and this is very, very, very successful. I've done it, a lot of my DBA students have had \$8,000 launches, \$10,000 launches, \$20,000 launches.

I've done this and had \$45,000 launches. So, this is a very good method to follow. So, your launch process is you want to connect with these people on your list. You want to send a survey, ask them what they want, learn what they want, then get them excited about your event, get them amped.

Then you want to educate them and that's your, your event. You want to host this awesome event. So, it's the free pronunciation and fluency masterclass, for example. You want to get them excited for the event, and then at the end of the event, you want to offer your program and say, Hey, I've got this thing.

This is what it is. It's an eight-week program. I'm going to help you go from B1 to B2 in your fluency, pronunciation, and confidence in speaking Dutch so that you can improve your work and get a promotion and make more friends and all of that. So that's when you sell your offer, okay?

And then people buy your program. So, people will buy your program in your launch after you've followed this process. They will. It's a very good process, okay? If you do it properly, if you

execute on each stage. And then once people buy, you move on to step number six. Okay?

So, once you get the sales, you reach step number six. And step number six is delivering the course with your students and actually creating your digital product. So, the best way to do this is to tell your students that you're creating the program with them, and you're open to adding and changing things as things go, based on what they need.

And this way you end up creating a better product because you're actually being guided by your target customer. And I know it seems crazy that you're doing this and you're selling something that hasn't been built. But I promise you, your product is going to be a lot better because of this, and you're going to focus on marketing and selling more so than product creation, which everyone gets that wrong.

They focus on just the product creation, and then they ignore the marketing and the selling and the launching. So, what you want to be doing is you want to be selling and launching first, and then once people actually buy your stuff. Then you create the product. And that means if no one buys, you didn't waste your time creating a product that no one wants to buy, which is awesome.

So, you tell them, Hey, I'm creating this program with you every single week I'm going to release a module to you, or every two weeks I'm releasing a module to you. So, it's not actually that difficult. So basically, all you want to do is have your first module built and recorded. So, once you launch, at least have your first module built and recorded.

And then once they're going through module one, you then are working on module two and you're recording module two. And then week two comes, you release module two. And while they're consuming module two, you then record module three. And then release module three, while they're consuming Module three, you record module four and release module four, so you're literally a week in front of them.

If a week is too little, then just be two weeks in front of them. So have your first two modules built and that's it. And then just create as you go, and drip feed the content and the program with them. I know this may sound terrifying and very counterintuitive. But I'm telling you right now, this is the best way to do it.

I do it all the time. Not only does it put a fire under your belly to actually create the product because people have bought it, but it avoids you creating a product for six months to a year that no one wants to buy. And that's, that's really key. We don't want to do that. We want to have the market and the world validate our product first.

So, we know that it's validated, that the market wants it. And then once we have that information, we create the product. That's it. Those are the six steps. I've put it into a real-life kind of example of a Dutch teaching business owner. I hope that has helped you kind of see what I mean how you could apply it to your own situation.

I definitely recommend that you grab my Scalable Digital Course Roadmap freebie. And go through that. Maybe listen to this again and think about how you can do it yourself. Now for my next episode, I'm going to share the key mistakes to avoid in the six-step process that I see a lot of people make. But educators and teaching business owners in particular.

So, this is important as well. So, make sure to tune into that. That's coming out next week. So, there you have it, the six-step process to turning your one-on-one classes into a scalable digital course or group program. Now, this is entirely my perspective. This is how I help my students do it. This is how I recommend people to look at the process, the journey ahead of them.

Often people when they decide, oh, I want to create a course, or I want to create this group thing. They do it in the wrong order, and I think the order is important. I've given it in this order for a very real reason, because this is the best way to transition from one-on-one to groups and courses.

This is the way to pivot, and this is the order in which you want to follow. So that you aren't screwing yourself, right? Because there's a reason for it. It's a recipe, okay. We don't know why there's four eggs in the cake recipe. But it's four eggs in the cake recipe. So just follow the recipe, right?

Don't reinvent the wheel. I've launched many, many, many times to know that this is the right way to do it. And yeah, just follow it and it will help you have clarity on the journey, which is really massive. And yes, it takes energy and time to do each step. And yes, it takes energy and time to build out a course of group, program, curriculum and record it and all of this.

But this is an asset, okay? An asset. This is working smarter. This is the thing that frees you from the teaching treadmill. This is the money maker. This is the thing that scales your income and impact. These are the skills that you're learning that will help you print money in the future. And in my opinion, if you are a teaching business owner and you're just focusing on one-on-one only, or you're a tutoring business owner and all you're doing is doing one-on-one, then you're shooting yourself in the foot.

And you're operating in a business model that is not so scalable as it's attached to your time. And number two, it is exhausting as it relies on you having to teach all day every day. And number three, with a big income ceiling. So, you, you've got this proper income ceiling, so you actually can't make more money without working more, and that's not a freedom business model.

And if you love teaching one-on-one, then amazing. You absolutely can teach one-on-one. I'd recommend you teach one-on-one, but I don't recommend you base your entire income on it. I recommend you create other revenue streams, and you can create semi passive income with a scalable digital product. So, if you desire more freedom, more impact, more money, and you want to move to a business model that allows that. That can give you that, then scalable digital courses and scalable group programs is the solution.

It really was for me, it has completely changed my life. I've never looked back since. I'm obsessed and it's changed my clients' lives and many of them have literally left one-on-one teaching. They've quit their teaching jobs, they've left the schools that they were teaching in, and they've just gone all in on their business with their awesome programs and they're living the lives that they want to live.

So, this isn't for everyone, but I know this is for a certain number of people that absolutely craving more, and they know they have this in them, right? And once you go this route it's quite unlikely that you'll ever just focus on one-on-one again, your one-on-one classes or anything with one-on-one, with you can just be the cherry on top.

It doesn't have to be your entire income. So, my message to you. Is work smarter and not harder? Okay, let's make sure we get that right. Let's not make that mistake smarter, not harder.

Put in the effort now to free yourself later. I promise you it's magical. And grab my Scalable Digital Course Roadmap. You'll see it under the show notes. It's going to be around. I'm going to talk about it a lot. It's here. It's available. Start the journey step by step. bite by bite. This is your first step.

If you haven't yet taken a step, and if you have taken step, but you still have no idea grab this roadmap now. Clarity lies on the other side of it, okay? Your future self will thank you for it. And I will see you in the next episode where I'm going to be diving into the key mistakes to avoid in each step of this process. And I hope you enjoyed this one, and I look forward to seeing you again next week. Bye.

Thanks so much for listening to today's episode. If you are a teaching business owner, freelance teacher, or online teacher, and you are interested in creating a digital course or group program to scale your income and impact without teaching more hours than I have just the thing for you.

Grab my free Scalable Digital Course Roadmap and it will walk you through the six steps of turning your one-on-one classes into a scalable offer that frees you from the teacher burnout trap.

Creating scalable courses and programs have allowed me to 10x my hourly rates hit six-figures in my business and impact hundreds and hundreds of people around the world without having to be actively teaching all day. If this is what you desire, grab my guide in the show notes and let me help you.

I appreciate you so much, and I can't wait to connect with you in the next episode. In the meantime, go create a business and life you love.